WHAT IS CLAIMED IS:

- 1 1. A method of conducting commerce comprising:
- 2 receiving a transaction request from a user as text
- 3 input;
- 4 using natural programming language to analysis the text
- input to build conversations with the user based on the
- 6 transaction request;
- 7 conducting the transaction with the user based on the
- 8 text input;
- generating a voice-synthesized response in accordance
- 10 with the transaction through an avatar; and
- 11 tracking the transaction by storing the transaction in
- 12 the database.
- 1 2. The method of claim 1 wherein tracking comprises:
- searching a database find related information associated
- 3 with conducting the transaction.
- 1 3. The method of claim 1 wherein tracking comprises:
- generating follow-up messages to send to the use that is
- 3 based on added information stored in the database.
- 1 4. The method of claim 1 wherein the follow-up messages with
- the user are statistically analyzed to generate marketing
- 3 related information.
- 1 5. The method of claim 3 wherein the transaction is a user
- 2 request as to order status for an order being tracked in the
- 3 database.
- 1 6. The method of claim 1 in which generating the response
- 2 comprises:

- searching a database in conjunction with the match; and
- 4 animating the avatar with a voice and facial movements
- 5 corresponding text produced from the match.
- 1 7. The method of claim 6 in which animating comprises
- 2 generating helpful verbal suggestions for conducting the
- 3 transaction.
- 1 8. The method of claim 7 in which animating comprises
- 2 natural language programming (NLP) techniques to develop and
- 3 build conversations between the user and the avatar.
- 1 9. The method of claim 1 in which receiving the text input
- is in response to a suggestion generated by the avatar.
- 1 10. The method of claim 1 wherein the program performs an
- 2 inquiry as to financial information related to the user.
- 1 11. The method of claim 1 wherein the program supports a
- 2 sales transaction.
- 1 12. The method of claim 1 wherein the program supports a help
- desk inquiry that involves customer support for a product or
- 3 service.
- 1 13. The method of claim 1 wherein the program supports a
- 2 report for customer support to report a malfunctioning
- 3 product, system, or service.
- 1 14. The method of claim 1 wherein the program calls another
- 2 program to process an inquiry.

- 1 15. A computer program product residing on a computer
- 2 readable medium, for conducting commerce comprises
- 3 instructions for causing a computer to:
- 4 receive a transaction request from a user as text input;
- 5 use natural programming language to analysis the text
- 6 input to build conversations with the user based on the
- 7 transaction request;
- 8 conducting the transaction with the user based on the
- 9 text input;
- 10 generate a voice-synthesized response in accordance with
- 11 the transaction through an avatar; and
- track the transaction by storing the transaction in the
- 13 database.
- 1 16. The computer program product of claim 15 wherein
- 2 instructions to track comprise instructions to:
- 3 searching a database for related information associated
- 4 with conducting the transaction.
- 1 17. The computer program product of claim 15 wherein
- instructions to track comprise instructions to:
- 3 generating follow-up messages to send to the use that is
- 4 based on added information stored in the database.
- 1 18. The computer program product of claim 15 wherein
- 2 responses the follow-up messages are received and the
- 3 responses are statistically analyzed to generate marketing
- 4 related information.
- 1 19. The computer program product of claim 15 wherein the
- transaction is a user request as to order status for an order
- 3 being tracked in the database.

- 1 20. The computer program product of claim 15 wherein
- 2 instructions to generate the response comprise instructions
- 3 to:
- 4 search a conversational engine in conjunction with the
- 5 match; and
- 6 animate the avatar with a voice and facial movements
- 7 corresponding text produced from the match.
- 1 21. The computer program product of claim 20 wherein
- 2 instructions to animate comprise instructions to generate
- 3 verbal suggestions for conducting the transaction.
- 1 22. The computer program product of claim 20 wherein
- 2 instructions to animate comprise instructions to use natural
- 3 language processing (NLP) techniques to develop and build
- 4 conversations between the user and the avatar.
- 1 23. The computer program product of claim 20 wherein the
- 2 program performs an inquiry as to financial information
- 3 related to the user.
- 1 24. The computer program product of claim 20 wherein the
- 2 program supports a sales transaction.
- 1 25. The computer program product of claim 20 wherein the
- 2 program supports a help desk inquiry that involves customer
- 3 support for a product or service.
- 1 26. The computer program product of claim 20 wherein the
- 2 program supports a report for customer support to report a
- 3 malfunctioning product, system, or service.

- 1 27. The computer program product of claim 20 wherein the
- 2 program calls another program to process an inquiry.
- 1 28. A system for conducting commerce, the system comprising:
- 2 a server computer for
- 3 receiving a transaction request from a user as text
- 4 input;
- 5 using natural programming language to analysis the
- text input to build conversations with the user based on
- 7 the transaction request;
- 8 conducting the transaction with the user based on
- 9 the text input;
- 10 generating a voice-synthesized response in
- accordance with the transaction through an avatar; and
- tracking the transaction by storing the transaction
- in the database; and
- a client system for sending the text input to the server.
- 1 29. The system of claim 28 wherein the client system runs a
- 2 web browser program.
- 1 30. The system of claim 28 wherein the server generates
- follow-up messages to send to the use that is based on added
- 3 information stored in the database.
- 1 31. The system of claim 28 wherein the server receives
- 2 responses to the follow-up messages and statistically analyzes
- 3 the responses to generate marketing related information.